

# WP5 – Transnational Network



**24 November 2010**  
**Marta Ferrero**



The project is implemented through the CENTRAL EUROPE  
Programme co-financed by the ERDF



**EUROPEAN UNION**  
**EUROPEAN REGIONAL  
DEVELOPMENT FUND**

# WP 5.1 Association Statute



- Almost all the partners have completed the procedure for authorizing the legal representative to sign the Statute
- Possibility to join the Association by the territories/ institutions involved in the pilot project

# WP 5.1 Association Statute



## AMENDMENT PROPOSALS

- **ART. 7** Until the expiry of the "Listen to the Voice of Villages" project, established for 31 December 2011, unless extended, membership of the Association is free and open to the project partners **or those who, on one partner's behalf or recommendation, have a direct involvement in the project management**

# WP 5.1 Association Statute



## AMENDMENT PROPOSALS

- **ART. 33**(...)During the period of implementation of the "Listen to the voice of villages" project (until 31 December 2011, unless extended) the organs of the Association shall correspond with the organs provided for in this project, to which specific and full referral should be made. **In particular, the Managing Board will coincide with the Steering Committee, whose President will be the Lead Partner, chairperson of the SC, and the vice President will be PP7, as WP5 coordinator**

# WP 5.1 Association Statute



## REGISTRATION to the Office for the Harmonization in the Internal Market (OHIM)

- **Application for a Community collective Trade Mark**
- A **collective** mark can be any mark, provided that it belongs to an association and it is used to distinguish the goods and services of the members of that association from those of other undertakings.

# WP 5.1 Association Statute



## REGISTRATION to the Office for the Harmonization in the Internal Market (OHIM)

- An applicant for a collective mark is requested to submit regulations governing its use.
- The regulation must specify information such as: name, address and object of the applicant's organisation bodies authorised to represent it, conditions for membership, conditions for the use of the collective marks, including sanctions.

# WP5.2.1- Training courses



- **Almost linked to the pilot project**
- **Target groups:** LGG members, average 15-20 participants
- **Methodology:** Workshops, Seminars- excursion  
Length: 3 hours- 1 day
- **Subjects :** Tourism products creation and marketing, communication, experiential and creative tourism, history and art, final aggregation moment (LP & PP2)

# WP5.3.1- Transnational Workshops



- **1<sup>st</sup> TW Trento, 11<sup>th</sup> June 2010 (LP & PP2)** “Sustainable Tourism practice for the development of rural areas”
- **2<sup>nd</sup> TW Forcheim, 19<sup>th</sup> October 2010 (PP8)** “Regional products- Drivers in sustainable rural tourism?”
- **3<sup>rd</sup> TW September 2011 in Vienna (PP9)**

## WP5.3.2- Study Visits



1. **Trento, 9<sup>th</sup>-10<sup>th</sup> June 2010** first important experience for LGG members to exchange good practices on territorial promotion and valorization
2. **Forcheim, 17<sup>th</sup> -18<sup>th</sup> October 2010:** focus on strong relation between agriculture and tourism (landscape, buildings, regional products)
3. **Usti Region, 23<sup>rd</sup> November 2010 and Bohemian Switzerland , 26<sup>th</sup> November 2010.**

# WP5.3.2- Study Visits



## 4 Study visits scheduled in 2011

- March 2011, *rural villages around Alessandria* (PP7)
- June 2011, *Dinosaurs' Land, Milk & Honey Land* (PP5)
- July 2011, *Velika Planina* (PP3)
- September 2011, *Vienna* (PP9)

# WP5.3.3- International Festival



- March 2011 in Alessandria
- COM 352 30.06.2010 Europe, the world's n.1 Tourist destination- a new political framework for tourism in Europe
- Examples of European network of excellence destinations for sustainable tourism (EDEN , NECSTouR, etc.)
- Presentation of partner regions: posters & photos, information material, regional products, etc.

# Thank you for your attention!

## LAMORO DEVELOPMENT AGENCY

MARTA FERRERO

[progetti@lamoro.it](mailto:progetti@lamoro.it)



The project is implemented through the CENTRAL EUROPE Programme co-financed by the ERDF

